

Elements

An International Magazine of Mineralogy, Geochemistry, and Petrology



2025 Advertising Media Kit

Elements is available online at elementsmagazine.org and pubs.geoscienceworld.org/elements

Elements is jointly published by:

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Elements

Published bimonthly since 2005

Jointly published by 18 professional geoscience societies

Each issue explores a theme of broad interest in the geosciences, through peer-reviewed, invited articles.

~16,000 subscribers in 102 countries available in >1,800 libraries

Available in print and online

Regular features include calendar of events, book reviews, conference reports, and society news.

Includes short articles and editorials that explore new advances in societal significance of the science.

5-year journal impact factor: 3.632

Advertising Policy

Elements offers print and online advertising options. Advertorials (ad + PR article) are published both in print and online.

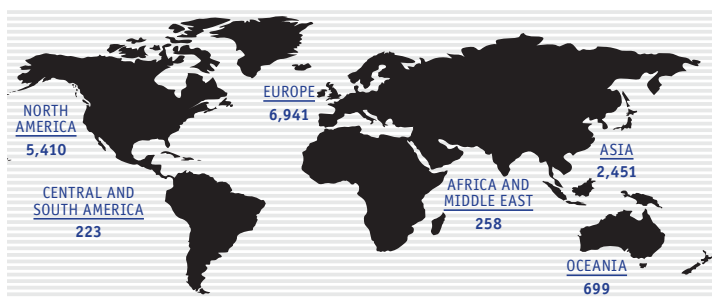
Elements accepts paid advertisements related to mineralogy, crystallography, geochemistry, or petrology, and to the use of these disciplines in other sciences, industry, technology, or the arts.

Audience Profile

- Mineralogists, geochemists, and petrologists of participating societies
- Scientists in other disciplines (materials scientists, physicists, chemists, environmental geoscientists, biologists)
- Academic, industrial, and government scientists
- Students in the geosciences
- Popular-science writers
- Funding agencies and policy makers

Readership: members of the 18 participating scientific societies (see below) and over 1,800 libraries and institutions worldwide.

Participating Societies: Mineralogical Society of America • Geochemical Society • Mineralogical Society of the UK and Ireland • German Mineralogical Society • The Meteoritical Society • Mineralogical Association of Canada • The Clay Minerals Society • Association of Applied Geochemistry • Italian Society of Mineralogy and Petrology • International Association of GeoChemistry • Société Française de Minéralogie et de Cristallographie • Spanish Mineralogical Society • Swiss Society of Mineralogy and Petrology • European Association of Geochemistry • Mineralogical Society of Poland • International Association of Geoanalysts • Japan Association of Mineral Sciences • International Association on the Genesis of Ore Deposits



Circulation

Elements is distributed in print and online.

Print run: 16,000 copies shipped to 102 countries

Online version: available at elementsmagazine.org and pubs.geoscienceworld.org/elements

Other: available in over 1,800 libraries and institutions worldwide

2025 Thematic Topics

- FEBRUARY** **Birth and Growth of Minerals from Aqueous Solutions**
GUEST EDITORS: Alejandro Fernandez Martinez and Alexander E.S. Van Driessche
- APRIL** **Low-Temperature Proxy Systems: Past Climates and a Window into Biomineralisation**
GUEST EDITORS: David Evans, Gavin Foster, and Rosalind Rickaby
- JUNE** **Greenalite: Tiny Crystal with a Big St**
GUEST EDITORS: Birger Rasmussen, Janet R. Muhling, and Nicholas J. Tosca
- AUGUST** **Re-Os: Clock with Clout**
GUEST EDITORS: Holly Stein and Laurie Reisberg
- OCTOBER** **Sample Return Through the Ages: From Apollo to Modern Day and Beyond**
GUEST EDITORS: Jemma Davidson and Jessica Barnes
- DECEMBER** **The Variscan Orogeny in Europe – Understanding Supercontinent Formation**
GUEST EDITORS: Urs Schaltegger and Karel Schulmann

Some facts about elementsmagazine.org in 2023

72,112 unique visitors

193,834 page views (~16,000 per month)

2025 Print Advertising Rates

| Advertising Rates (in US\$) | | Three times a year 10% discount | Six times a year 15% discount |
|--|---------|---|--|
| Full page – back cover* | \$2,600 | \$2,340 | \$2,210 |
| Full page – inside covers* | \$2,400 | \$2,160 | \$2,040 |
| Full page* | \$2,150 | \$1,935 | \$1,828 |
| Half page | \$1,490 | \$1,341 | \$1,267 |
| Third page | \$1,075 | \$968 | \$914 |
| Quarter page | \$825 | \$743 | \$701 |
| Eighth page | \$425 | \$383 | \$361 |
| * Includes a two-month online ad at elementsmagazine.org | | Additional costs, based on typesetting and design time, will be charged if we design your ad. | |

2025 Advertorial Rates

| Advertising Rates (in US\$) | | Three times per year 10% discount | Six times per year 15% discount |
|--------------------------------|---------|--|--|
| Centerfold | \$2,600 | \$2,340 | \$2,210 |
| Two-page spread | \$2,400 | \$2,160 | \$2,040 |
| Full page | \$1,490 | \$1,341 | \$1,267 |
| Half page | \$1,075 | \$968 | \$914 |

Advertorials are an attractive combination of an ad and PR article, published both in print and online.

2025 Online Advertising Rates

| Advertising Rates (in US\$) | 1 month | 1 year |
|-----------------------------|---------|--------|
| Homepage | \$100 | \$1000 |
| All other pages | \$80 | \$800 |

2025 Deadlines

| Deadline to reserve advertising space in 2025 | Artwork due |
|---|--------------------|
| February issue | 15 December (2024) |
| April issue | 15 February |
| June issue | 15 April |
| August issue | 15 June |
| October issue | 15 August |
| December issue | 15 October |

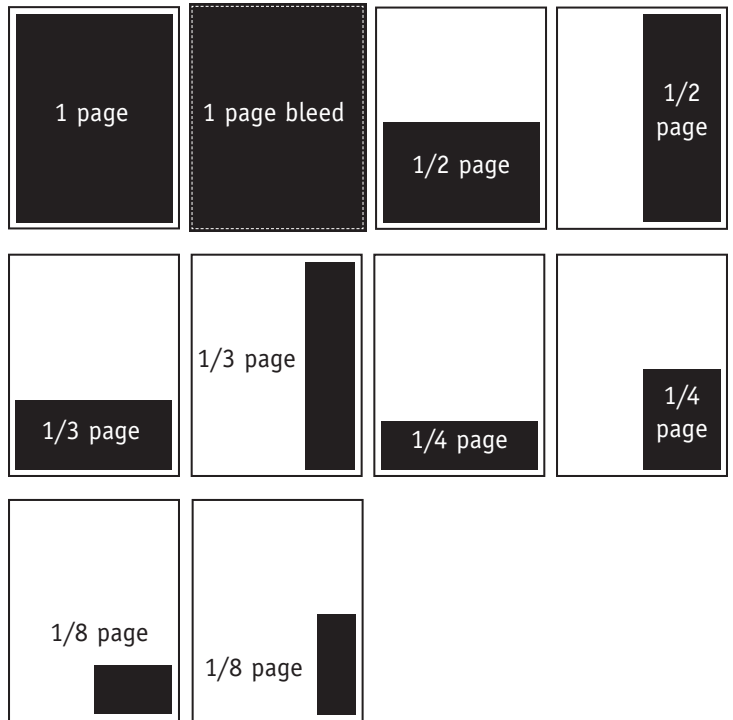
Online Advertisement Specifications

File formats: PNG, GIF, JPG (animated graphics are permitted)

| Sizes | Width | Height |
|-----------------|------------|------------|
| Home page | 180 pixels | 180 pixels |
| All other pages | 400 pixels | 180 pixels |

Technical Specifications for Artwork

| | |
|---------------------|--|
| 1 page | 194 mm × 257 mm |
| 1 page (bleed) | 213 mm × 276 mm (size after bleed zone of 5 mm added: 223 × 286 mm) |
| 1/2 page horizontal | 194 mm × 124 mm |
| 1/2 page vertical | 95 mm × 257 mm |
| 1/3 page horizontal | 194 mm × 82 mm |
| 1/3 page vertical | 62 mm × 257 mm |
| 1/4 page horizontal | 194 mm × 60 mm |
| 1/4 page vertical | 95 mm × 124 mm |
| 1/8 page horizontal | 95 mm × 60 mm |
| 1/8 page vertical | 48 mm × 124 mm |



What and where to submit

We accept files in the following formats: EPS, JPG, TIF, and high-resolution PDF [with settings U.S. Web coated (SWOP) v2] CROP MARKS OUTSIDE BLEED ZONE. NO REGISTRATION MARKS.

Send to:

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